

城端 Johana

NANTO City

walking
MAP

Exploring Johana, Etchu's Little Kyoto

Johana prospered as a silk production town founded at the gates of the ancient Johana Betsuin Zentokuji Temple. With its stone-paved streets and townhouses decorated with lattice doors, Johana is also known as the Little Kyoto of the Etchu region. Home to many streets and hills too narrow for cars, walking through the town offers a glimpse into its history and culture. Here, you can feel the slow, steady flow of life.

D-3 Johana Betsuin Zentokuji Temple

Founded 540 years ago, this temple houses more than 10,000 treasures. These treasures are aired out every July, with some pieces being displayed with accompanying explanations. The main gate, main building, and taiko drum hall are Prefecturally Designated Important Cultural Properties.

【Tel】0763-62-0026
【Open】everyday 9:00am~4:00pm.
【Fee】¥500 to visit the interior

C-3 Imamachi Street

The financially powerful Nomura House built 4 earthen storehouses featuring lattice doors, stone pavement, and white plaster walls, making Imamachi Street reminiscent of Kyoto and an ideal photo spot! Wandering further down the street, you can find Katsurayu, a former public bath that retains its retro atmosphere despite having transitioned into a gallery for craft accessories and miscellaneous goods.

C-3 Johana Hikiyama Festival Floats Museum

See the advanced skill of the Kaga carpenters in the brilliant *kasaboko*, the *iori yatai* imitating Kyoto's Gion *ichirikijaya* teahouses, and the *hikiyama* boasting intricate Johana lacquer. These large festival floats are continuously on display in the museum, and with an introductory video in the lobby, you can enjoy the emotional atmosphere of the Hikiyama Festival itself year-round.

【Tel】0763-62-2165
【Open】9:00am~5:00pm.
Closed at the beginning and end of the year.
【Entry Fee】¥520 (general),
¥310 (high school / university students),
none (middle school students and younger)
【Group Fee】¥420 (general, 15 people or more),
¥260 (high school / university students, 15 people or more)

Johana Hikiyama Festival

【Held every year. Pre-festival on May 4th
and main festival on May 5th.

Johana Shinmeigu Shrine's festival splashes the spring of Etchu's Little Kyoto with color. Delicate carvings and exquisite lacquer are on display, with statues of deities paraded through the town on 6 floats. *Iori yatai* modeled after *ichirikijaya* teahouses in Kyoto's Gion District guide the floats, and inside, the sweet tones of flute and shamisen recreate short love songs of the Edo period in Johana's own unique *iori uta* style.



Johana Mugiya Festival

【Held annually in mid-September.】

The contrast between the somber melody of the *mugiya* folk song and the gallant style of the men's *mugiya* dance continues to charm many. Overflowing with feeling and spirit, the street dances in which each neighborhood and each folk song group play *mugiya* are a must-see.

Contact

Nanto City Tourism Association

Johana Tourist Information Center

206-22 Koreyasu, Nanto City

Toyama Prefecture, 939-1852 Japan

TEL:0763-62-1201 FAX:0763-62-1202

HP <https://www.tabi-nanto.jp/en/>

※Information updated as of June 2024.



C-4 Tamura Manseido Wooden Model Display

Located next to the Tamura Manseido sweet shop, there are 1200 wooden models stored and 300 on display here. Visitors can come and see the skill involved in wood modeling, which is different from woodcarving because of the use of "back engraving."

【Tel】0763-62-0124
【Open】10:00am~4:00pm.
【Closed】Tuesdays and
wednesdays
【Entry Fee】¥270 (plus tax)
(Open to customers
who make a purchase
at Tamura Manseido)



B-3 Haba Hill

Houses with stone walls, tiled roofs, and lattices line the street here. There is an old soy sauce shop with a red brick garage and wooden sign that says "soy sauce" on it, giving the area a retro feel.



B-4 Kawashima Street

This area is the home of Jinbee Kawashima, the person who established the famous Kawashima Selkon Shop in Kyoto. At the river crossing, you can see an old loom factory's triangular roof stretching into the sky.



B-3 Matsui Silk Weaving

From the foundation of Matsui Silk Weaving in the 10th year of the Meiji Period (1877), the sound of weaving has reverberated in the factory with the manufacture and sale of shike silk. Several silk products are made taking full advantage of the unique character of shike silk, and coasters, scarves, and other items are available for purchase from the showroom.

【Tel】0763-62-1230
【Open】1:00pm~5:00pm.
【Closed】Saturdays, Sundays,
and holidays.



A-1 Nawagaik Pond

Located in a mountain range at an elevation of 830 m, the natural lake Nawagaik, surrounded by green peaks, makes for a mystical scene. In early to mid-May, visitors can see groups of "water banana" plants bloom around the lake and feel the healing calm of their beauty.



F-1 Sakuragaike Pond

Overlooking the Tonami Plain, Sakuragaike is an artificial lake with a circumference of 3 km. With a climbing center, a campsite, cottages, and a skatepark, the area can get quite a few families visiting over the weekend. In the spring, many sakura cherry blossoms bloom around the lake, making Sakuragaike a popular viewing spot. With the recent opening of the Creator Plaza, the area has also been gaining attention as a tourist attraction for anime fans.



C-2 Johana Traditional Entertainment Center Johana-Za

After taking in the magnificent, dignified atmosphere of the Johana Hikiyama Festival and the simpler, more subtle atmosphere of the Johana Mugiya Festival, you can come here to enjoy performances of the *iori* and *Mugiya* songs.

【Tel】0763-62-5050
【Closed】Tuesdays and at the
beginning and end of
the year.

F-1 Sakuragaike Climbing Center (Sports Climbing Experience)

【Activities】Top rope climbing/Bouldering
【Tel】0763-62-8123
【Open】9:30am~9:00pm.
(Sundays and holidays
8:00pm)
【Closed】Tuesdays (Open if holiday)
【Fee】From ¥1,000



D-1 Mukaino Cherry Blossom Tree

This is a large Edo Higan cherry tree growing naturally along the banks of the Yamada River. Many come to photograph the tree, charmed by the snowcapped Mt. Hakamagoshi in the background and the powerful beauty of the cherry blossoms themselves.

